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Naming

1. PURPOSE

The purpose of this policy is to establish clear guidelines for the naming of Brampton Library rooms, programs, collections and Library service areas. The guidelines will help ensure equitable consistent opportunities and a standard of stewardship of significant gifts received from generous donors.

2. SCOPE

The authority to name rooms, programs, collections, or service areas rests exclusively with the Brampton Public Library Board. Naming will not result in any benefit or advantage to the person(s) involved.

3. DEFINITIONS

3.1.1. Gift - the voluntary transfer of real or personal property from a donor who freely disposes of his or her property to a donee who receives the property. The transaction shall not result directly or indirectly in a right, privilege, material benefit or advantage to the donor or to the person designated by the donor.

3.1.2. Collections - accumulation of books and other materials owned / leased by the Library

3.1.3. Pledge - commitment of a gift given over a predetermined time frame

3.1.4. Sponsorship – a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Library, in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.

3.1.5. Room or service area – a discrete space within a Library facility and includes theatres, auditoriums, meeting rooms, study rooms, and program rooms. This also includes outdoor spaces such as reading gardens.

4. NAMING OPPORTUNITIES WITHOUT A GIFT

All property under the responsibility of the Brampton Public Library Board will have the opportunity to be named.

4.1. Branches

4.1.1. The naming of branches will be considered based on the following priorities: the naming of buildings will be delegated to the City of Brampton Naming Committee

and follow the City of Brampton Asset Naming policy

4.1.2. The Library Board will participate and provide feedback regarding any suggested names prior to approval

4.1.3. The Library will give priority to naming its branches after their geographic location: either the community or the street location where they are situated

4.2. Rooms / Service Areas / Collections

The naming of rooms and service areas will be considered based on the following priorities:

4.2.1. The naming a room or service area will be at the responsibility of the Brampton Public Library Board based on recommendations of the Senior Management Team

4.2.2. The Library will consider naming a room or service area after an individual whose contributions to the Library or City is well documented and recognized

4.2.3. The Library may consider naming parts of its collections after an individual whose contributions to the Library or City is well documented and recognized

In the case of an individual, agreement to the naming proposal must be confirmed with the individual to be named, and if deceased, by the immediate family.

5. NAMING OPPORTUNITIES WITH A GIFT

The Library may consider naming branches, rooms, service areas or collections after a donor on a case by case basis.

The use of corporate names will require special consideration.

Naming opportunities are contingent on the fulfillment of the pledge of a gift or donation and are approved on that condition.

Recommendations for naming a room after an individual or organization in recognition of a significant financial donation will be presented to the Library Board. Requests to name a room, service area or collection will be evaluated against section 7 of this policy.

In the naming of a room, the physical condition of the room must be assessed to ensure that it projects a positive image of the donor.

The proposed naming opportunity should complement the purpose of the donation.

6. RECOGNITION SIGNAGE

Recognition Signage may be offered to any donor for gifts that are over \$50,000. The Library will determine the appropriate signage with wording approved by the Library Board. This signage will include those donors who collaborate together to contribute a significant amount to the Library. Signage or plaques will contain the name of the honoree(s) and the date of dedication.

Consistent with Section 4 and Section 7, the Board can offer recognition signage with any contribution or donation.

7. NAMING CRITERIA

Suggestions for names in honour of individuals must be accompanied by a written biography of the individual, including a description of the individual's significant contribution and an explanation of why the honour should be given. This will be kept on file and reviewed as opportunities arise.

Names considered shall reflect the diversity of the communities, contributing to the ethnic, social and economic well-being of the City and/or honour significant contributions made by individuals, groups or organizations to the community.

Names shall not discriminate against people in accordance with the Ontario Human Rights Code. Names shall not be derogatory or political in nature. Names that convey a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings shall be avoided. Names must not, in light of generally prevailing community standards, be likely to cause deep or wide spread offense.

If the proposed name will identify a specific person, consent of the individual, or if deceased, consent of the family or next of kin (if the person is not a national or international public figure) is required.

Names should not be divisive in nature. When an individual or group is identified by a name, best efforts should be taken to ensure that the name is not seen as linked with discrimination, oppression and systemic racism nor in violation of community standards as they exist today. Names that are otherwise offensive, misleading, or ineffective will not be permitted.

8. POWER TO VARY

If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust, or brings into disrepute the name and/or image of the Library, the Library Board has the authority to withdraw the naming opportunity.

Brampton Library reserves the right to withdraw naming opportunities if a sponsor or donor defaults on a payment or payments.

This policy is available in alternative formats upon request.